



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/19 thru 10/25

(prices in dollars per carton)

Fri. Oct 19, 2007

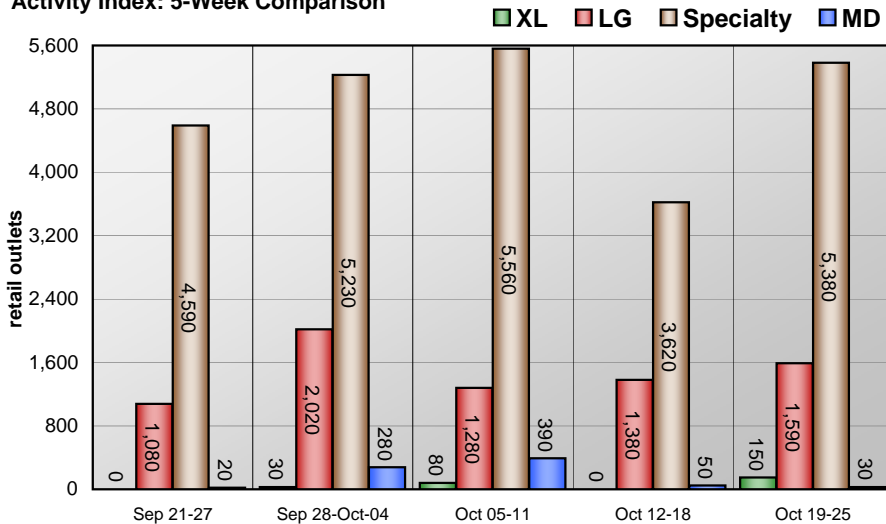
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		36.3% of 17,000 stores				42.0% of 17,000 stores				27.7% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	150	1.97	480	1.16			200	2.04	10	0.99	400	0.97
	White 18 pack			230	1.97			210	1.85			960	1.35
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			280	1.46			370	1.13	80	0.97	1,060	0.91
	White 18 pack			600	2.20			600	1.96			840	1.07
	Brown 12 pack												
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			710	3.60			700	3.06			290	3.08
	OMEGA-3												
	White 12 pack	200	2.30	960	2.43	240	2.66	1,700	2.33	120	2.27	370	2.10
	Brown 12 pack			1,050	2.62							590	2.33
	CAGE-FREE												
	White 12 pack			740	2.59			120	2.00			80	1.99
	Brown 12 pack	410	2.50	1,310	2.57	140	2.99	720	2.56	140	2.50	520	2.68

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,740	1,380	3,350	Large Eggs on
Specialty	5,380	3,620	2,110	Oct-15-2007
Total (includes MD)	7,150	5,050	5,510	484.5
Special Rate 4/:	13.2%	20.2%	6.2%	unchanged 0%

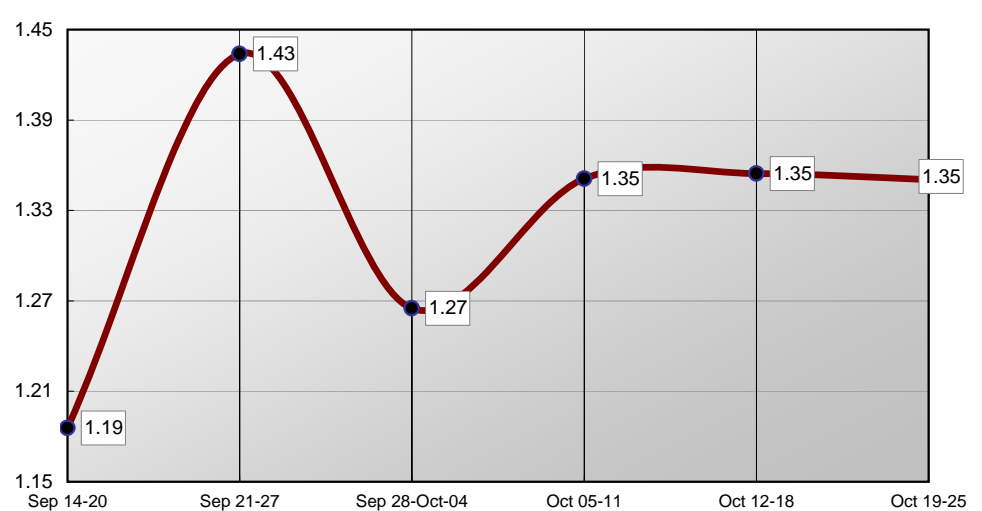
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Promotional activity on regular shell egg is higher than last week, but lower compared to a year ago. The average advertised price of Large white eggs, Grade A or better, to consumers is the same as the previous week. Large 18 pack eggs are highly visible this cycle as either a list price or "Buy 1, Get 1 free" ad. Specialty shell egg features increased sharply over last week and last year. Cage free eggs out-paced Omega-3 eggs by a slight margin. USDA Certified Organic brown eggs maintained a steady pace. Liquid egg ads are higher than both the previous week and previous year. 14-16 oz cartons increased significantly in store volume and in average price. 32 oz cartons are up in store volume, however lower in average price. 3-4 oz. cups declined in both areas.</p>	

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		54.6% of 3,800 sampled outlets						15.3% of 4,700 sampled outlets						20.3% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 3,190 (includes Medium)						Activity Index = 1,560 (includes Medium)						Activity Index = 240 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	10	1.29										1.88 - 1.98	40	1.91
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.29	10	1.29				1.50	240	1.50				0.79 - 1.49	20	1.26
	White 18 pack				1.99 - 2.99	250	2.53				1.88 - 1.99	170	1.96				1.88 - 1.99	160	1.97
	Brown 12 pack																		
MEDIUM		White 12 pack			1.00 - 1.09	30	1.06	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					3.38 - 3.99	150	3.92			2.99 - 3.99	110	3.04						
	OMEGA-3																		
	White 12 pack		2.59	100	2.59	1.99 - 2.50	290	2.47	1.99 - 2.49	100	2.02	1.99 - 2.50	340	2.36					
	Brown 12 pack					2.46 - 3.49	980	2.63				2.46 - 2.50	70	2.46					
	CAGE-FREE																		
	White 12 pack					2.99	300	2.99				2.00 - 2.39	170	2.10			2.00	10	2.00
	Brown 12 pack		2.50	410	2.50	2.29 - 3.49	660	2.74				2.00 - 2.50	360	2.33			2.00	10	2.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		31.4% of 2,700 sampled outlets						63.0% of 1,900 sampled outlets						74.0% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,020 (includes Medium)						Activity Index = 830 (includes Medium)						Activity Index = 310 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.00	130	0.99	1.69 - 2.00	150	1.97	0.99 - 1.79	100	1.76				0.99 - 1.00	240	1.00
	White 18 pack				1.88 - 2.00	160	1.99				1.98	10	1.98				1.89 - 2.00	20	1.93
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99	10	0.99												
	White 18 pack				1.88	20	1.88												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					2.99 - 3.29	90	3.25			2.99 - 3.79	350	3.73				3.29	10	3.29
	OMEGA-3																		
	White 12 pack					2.00 - 2.50	200	2.20			2.50 - 2.99	120	2.84				3.29	10	3.29
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack					2.39 - 2.50	210	2.43				2.50	40	2.50			3.29	10	3.29
	Brown 12 pack					2.39 - 2.50	200	2.43				2.49 - 2.89	60	2.58			2.49 - 3.29	20	2.95

Note: See page 1 for explanatory notes.



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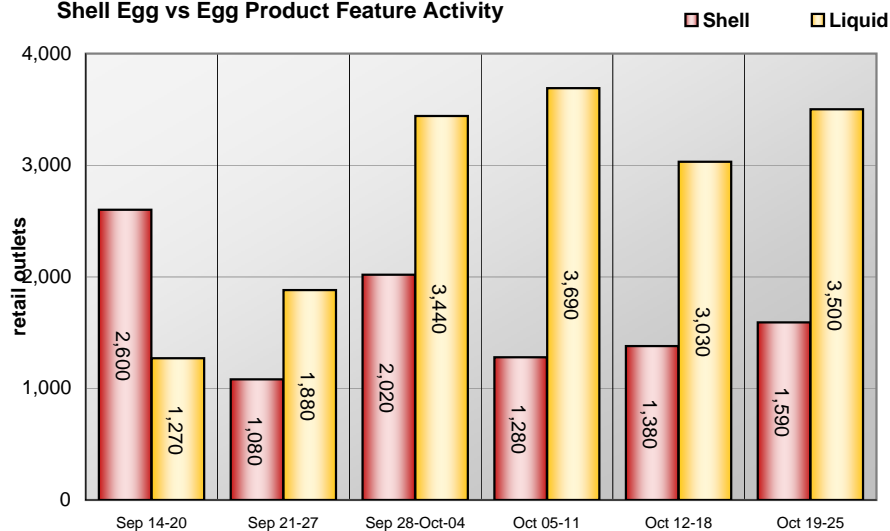
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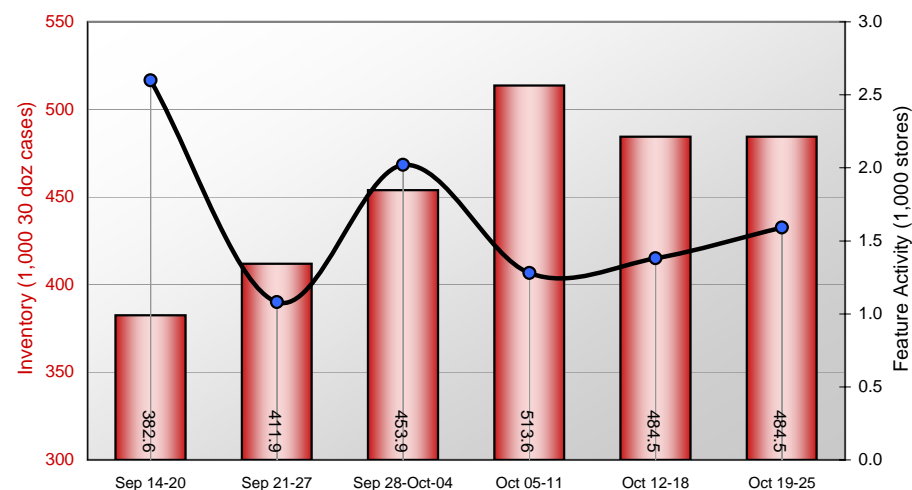
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	19.0%	19.0%	5.8%	19.8% of 3,800 sampled	3.0% of 4,700 sampled	16.1% of 2,900 sampled	29.0% of 2,700 sampled	30.2% of 1,900 sampled	50.2% of 1,000 sampled
2/ Activity Index	3,500	3,030	1,200	Activity Index = 870	Activity Index = 140	Activity Index = 460	Activity Index = 950	Activity Index = 570	Activity Index = 510
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	3,010 2.62	2,340 2.57	990 2.01	1.88 - 2.99 760 2.36	1.88 - 2.50 130 2.33	1.88 - 3.00 320 2.28	1.88 - 3.00 720 2.70	1.99 - 3.00 570 2.99	2.50 - 3.00 510 2.80
32 oz. crtn	340 4.06	290 4.22		3.99 - 4.50 110 4.48	3.99 - 4.50 10 4.25	3.99 - 4.50 130 4.42	3.00 90 3.00		
3 - 4 oz. cup	150 1.99	400 2.14	210 1.99			1.89 10 1.89	2.00 140 2.00		
2 - 8 oz. cup									

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.